



Community Development Department  
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# RFQ/P

APRIL 8, 2005

**NOTICE OF AVAILABILITY OF  
REQUEST FOR QUALIFICATIONS / PROPOSALS**

**DEVELOPMENT OPPORTUNITY:  
E STREET TRANSIT VILLAGE**

The Community Development Department of the City of Chula Vista is searching for a qualified team to plan, design, and build a mixed-use, urban infill and transit-oriented development in the City of Chula Vista. The 6-acre project site is adjacent to the E Street station of the San Diego Trolley along Interstate 5. E Street is a major gateway to the City's downtown and bayfront.

We are excited to release this RFQ/P for the development of a key site as part of the revitalization efforts underway in downtown Chula Vista. This project will be an opportunity to make an exceptional planning and design statement, and to create an outstanding and distinct amenity not only for the immediate urban core, but also for the entire community and the region.

For more information, please call the project manager, Raymond Pe, at (619) 409-5804, or email [rpe@ci.chula-vista.ca.us](mailto:rpe@ci.chula-vista.ca.us). The RFQ/P is available on the City's website: [www.chulavistaca.gov](http://www.chulavistaca.gov).

Sincerely,

Laurie Madigan  
Community Development Director

:rvp

ATTACHMENT

## **REQUEST FOR QUALIFICATIONS / PROPOSALS**

### **E STREET TRANSIT VILLAGE**

#### Project Site

The project site is the City's former corporation yard, a 5.92-acre parcel that occupies nearly half a block (Exhibit A). The entire block is located within a redevelopment project area. The E Street and I-5 interchange is a major gateway to the City and provides access to downtown and the bayfront. The adjacent E Street trolley station is a very popular park-and-ride destination and is an important hub in the regional transit system. The San Diego Trolley's South Line experiences the highest ridership of any LRT line.

#### Urban Core

The project site is located in the Urban Core, which is considered the City's historic center and downtown. The Urban Core includes several distinct areas (Exhibit B), including the shops of the downtown Third Avenue village, the Chula Vista Center regional shopping mall, the highway-oriented businesses along the Broadway corridor (Old Highway 101), and a variety of established residential neighborhoods. The Civic Center is also located in the Urban Core and includes City Hall, the Main Library, the Police Station, and other public facilities.

#### Requested Proposal

The proposal should include a development concept for a regionally distinct place that is transit-oriented with an appropriate high-intensity land use mix that could include residential, retail, office, visitor/hospitality services, or other suitable combinations of uses. Emphasis should be placed on a vibrant, pedestrian-friendly environment that takes advantage of site opportunities and creates community amenities. In particular, the development concept should strive for the following:

- **Transit-Oriented Design** – The development concept should relate to the existing transit station.
- **Design Excellence** – The development concept should exhibit outstanding design, architectural creativity, urban character, and historic and cultural sensitivity.
- **City Gateway** – There is an opportunity to make an exceptional gateway statement because of the site location, accessibility, and visibility. This should include the adjacent public rights-of-way.

- View Preservation – Exceptional views should be preserved, enhanced, and created when feasible and appropriate.
- Housing Opportunity – The development concept should reflect a variety of housing opportunities if feasible. A residential component will trigger an inclusionary requirement for low/moderate-income housing.
- Green Design – The project should be designed to take advantage of sustainability concepts and green building systems and technology.
- A Gathering Place – The project should become a unique activity center for the neighborhood as well as visitors.
- Surrounding Area – The proposal should also include conceptualized development opportunities in the surrounding areas that have a relationship to the transit station and the site (Exhibit A).

#### Urban Core Specific Plan

The release of this RFQ/P is timed to coincide with the anticipated adoption of the Urban Core Specific Plan in the summer/fall of 2005. The submitted proposal is expected to be flexible and evolve as the UCSP is developed, and would be finalized after the consideration of the UCSP.

#### Submittal Requirements

A complete (but concise) proposal will allow the City to identify the most qualified development team, and should be indicative of the level of commitment to develop the site. A cover letter should articulate the desire and capability to undertake the project. At a minimum, proposals shall include the following, in order:

1. Cover letter
2. Contact information (Mailing address, telephone, facsimile, e-mail address)
3. Developer qualifications
  - ☐ Company fact sheet or profile
  - ☐ Development team member qualifications (biographies)
  - ☐ Special skills or expertise
4. Development experience (provide reference for each project)
  - ☐ Urban and infill projects
  - ☐ Transit-oriented design projects
  - ☐ Public/private partnership experience
  - ☐ Redevelopment project experience

3. Financial capability
  - ☐ Financial references
  - ☐ Project financing experience
4. Conceptual Development Proposal
  - ☐ Design and development approach
  - ☐ Project description (Land uses, building types, FAR, etc.)
  - ☐ Conceptual architectural plans (Site plans, elevations, etc.)
5. Disclosure Statement (Exhibit D)

Proposals (10 bound, one unbound, and one .pdf on CD) must be received no later than Friday, June 10, 2005 at 5:00 p.m. at the following address:

Attn: Eric Crockett, Redevelopment Manager  
City of Chula Vista  
Community Development Department  
276 Fourth Avenue  
Chula Vista CA 91910

#### Developer Qualifications

Prospective developers must demonstrate their experience and resources to design and develop the proposed project. Prior experience with mixed-use, urban infill, and transit-oriented development and financing, construction, and marketing will be critical elements in evaluating proposals. Current financial capacity or access to funding sources is necessary. Additionally, the ability to complete projects in a timely manner will be an important factor in selecting the most qualified development team.

#### Selection of Proposal

Selection of a proposal and development team will be based on professional qualifications, quality of conceptual development proposal, interviews, past project experience and performance, and other pertinent factors. The selected development team will be required to enter into an Exclusive Negotiation Agreement (ENA) with the City/Redevelopment Agency.

### Conceptual Timeline

Release of RFQ/P:	Friday, April 8, 2005
<u>Submittal deadline:</u>	<u>Friday, June 10, 2005 at 5 p.m. PST</u>
Review of proposals:	4 weeks (approx.)
Interview most qualified:	3 weeks (approx.)
Select proposal:	1 week (approx.)
Negotiate ENA:	6 weeks (approx.)

\*City may elect to hold a pre-submittal conference for the benefit of development teams.

### Exceptions to this RFQ/P

The Developer shall certify that it takes no exceptions to this RFQ/P. If the Developer does take exception(s) to any portion of the RFQ/P, the specific portion of the RFQ/P to which exception is taken shall be identified and explained.

### City's Rights

Issuance of this RFQ/P does not commit the City to award a contract, enter into an ENA, or pay any costs incurred in the preparation of a response to this RFQ/P. City retains the right to reject any and all submittals. The execution of any contract or ENA pursuant to this RFQ/P is dependent upon the approval of the City Council and/or Redevelopment Agency in its sole and unfettered discretion. Any contract or ENA shall be prepared in a form acceptable to the City Attorney.

By its issuance of the RFQ/P, Agency is continuing its planning efforts for the area. The Agency is not committing itself or agreeing to undertake any activity requiring the subsequent exercise of discretion by Agency, or any department thereof including, but not limited to, the approval and execution of an ENA or DDA; the proposal, amendment, or approval of any land use regulation governing the Property; the provision of financial assistance for the development of any public or private interest in real property; the authorization or obligation to use the Agency's eminent domain authority; or, any other such activity.

The Agency reserves the right to exercise their discretion as to all matters, which it is, by law, entitled or required to exercise its discretion. Nothing herein shall obligate the Agency to exercise eminent domain except as it deems consistent with the public interest and the requirements of the law. Agency shall retain full discretions to reject the use of eminent domain as it deems appropriate and consistent with the public interest.

#### Additional Information and Resources

- Project Manager: Raymond Pe, Senior Community Development Specialist (619) 409-5804 [rpe@ci.chula-vista.ca.us](mailto:rpe@ci.chula-vista.ca.us).
- Additional information about the City is available on-line at [www.chulavistaca.gov](http://www.chulavistaca.gov), including mapping and parcel database.
- The current progress of the Urban Core Specific Plan (UCSP) is available on-line at:  
[http://www.chulavistaca.gov/City\\_Services/Development\\_Services/Community\\_Development/Urban\\_Core/default.asp](http://www.chulavistaca.gov/City_Services/Development_Services/Community_Development/Urban_Core/default.asp)
- The current progress of the Chula Vista General Plan Update (GPU) is available on-line at:  
[http://www.chulavistaca.gov/City\\_Services/Development\\_Services/Planning\\_Building/General\\_Plan/default.asp](http://www.chulavistaca.gov/City_Services/Development_Services/Planning_Building/General_Plan/default.asp)

#### Attachments

1. Exhibit A – Project Site and Surrounding Area
2. Exhibit B – Urban Core Map
3. Exhibit C – Regional Map
4. Exhibit D – Disclosure Statement

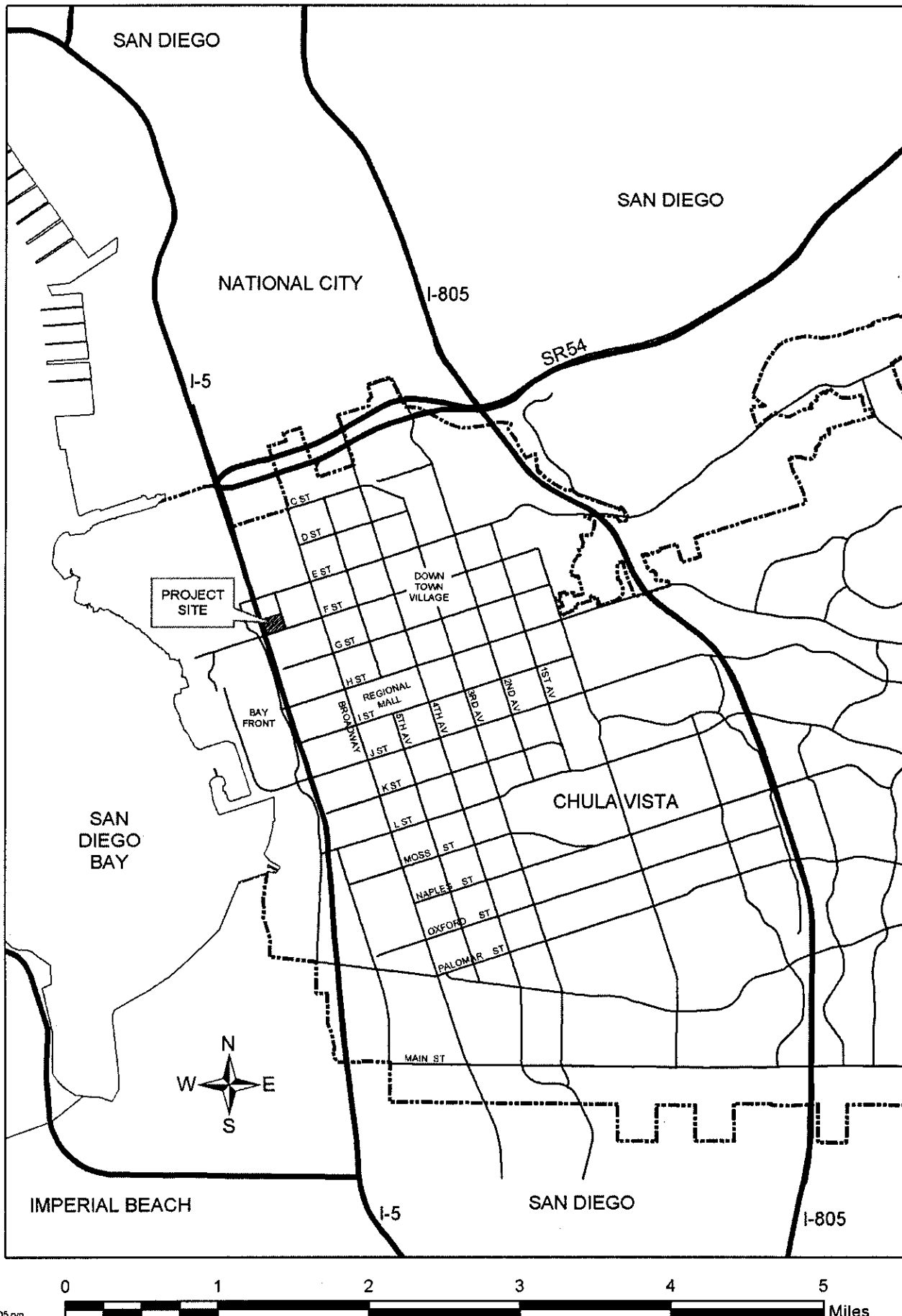
## Exhibit A



GIS 03/01/05 nvp

# CHULA VISTA URBAN CORE

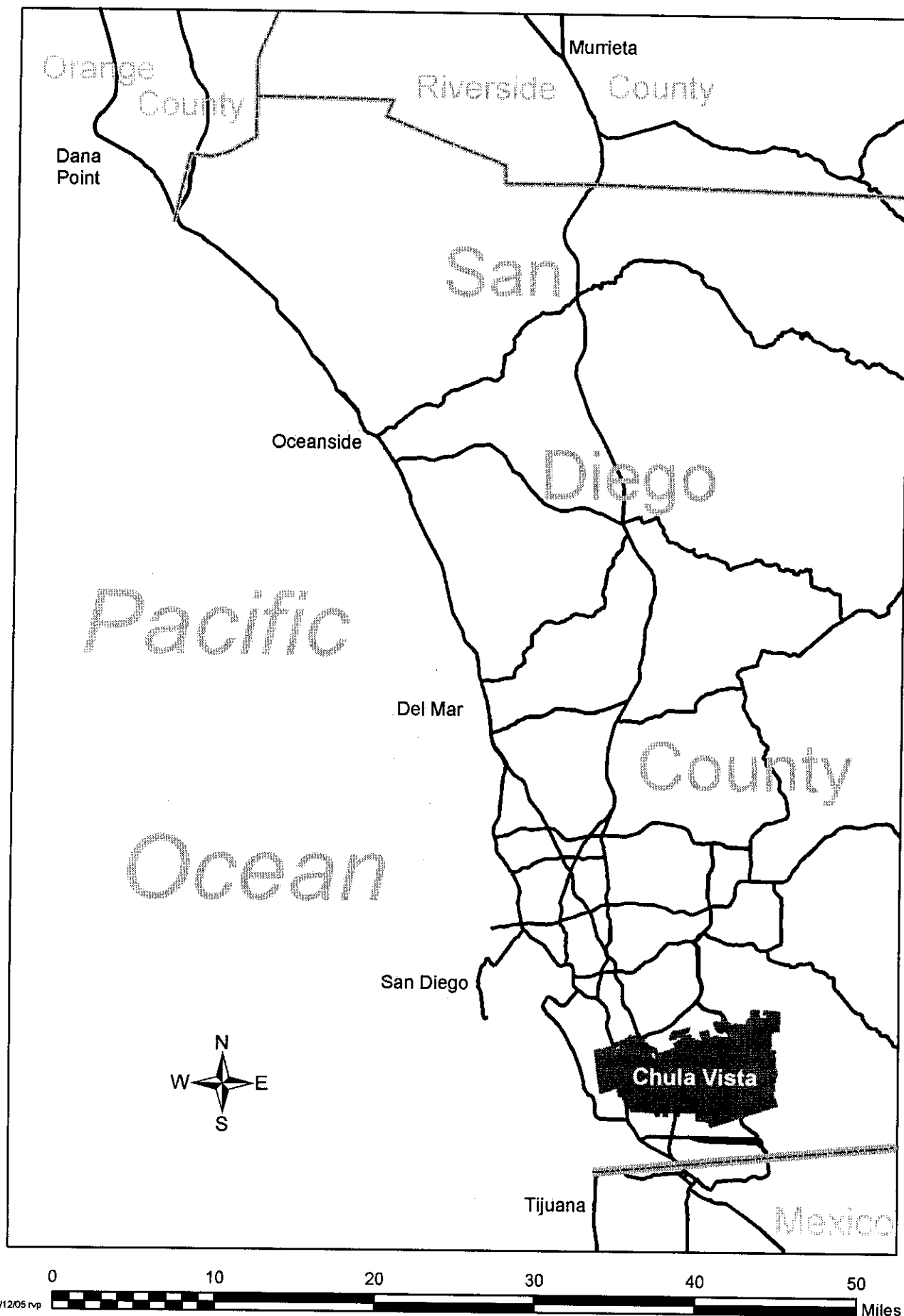
Exhibit B





# REGIONAL MAP

Exhibit C



**Disclosure Statement**

Pursuant to City Council Policy 101-01, prior to any action upon matters that will require discretionary action by the City Council, Planning Commission, and all other official bodies of the City, a statement of disclosure of certain ownership or financial interests, payments, or campaign contributions for a City of Chula Vista election must be filed. The following information must be disclosed:

1. List the names of all persons having a financial interest in the property that is the subject of the application or the contract, e.g., owner, applicant, contractor, subcontractor, material supplier.

_____	_____
_____	_____
_____	_____

2. If any person\* identified pursuant to (1) above is a corporation or partnership, list the names of all individuals with a \$2000 investment in the business (corporation/partnership) entity.

_____	_____
_____	_____
_____	_____

3. If any person\* identified pursuant to (1) above is a non-profit organization or trust, list the names of any person serving as director of the non-profit organization or as trustee or beneficiary or trustor of the trust.

_____	_____
_____	_____
_____	_____

4. Identify every person, including any agents, employees, consultants, or independent contractors you have assigned to represent you before the City in this matter.

_____	_____
_____	_____
_____	_____

5. Has any person\* associated with this contract had any financial dealings with an official\*\* of the City of Chula Vista as it relates to this contract within the past 12 months. Yes\_\_\_\_\_ No\_\_\_\_\_

_____	_____
_____	_____
_____	_____



## Disclosure Statement

If Yes, briefly describe the nature of the financial interest the official\*\* may have in this contract.

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6. Have you made a contribution of more than \$250 within the past twelve (12) months to a current member of the Chula Vista City Council? Yes\_\_\_\_\_ No\_\_\_\_\_ If yes, which Council member(s)?

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7. Have you provided more than \$340 (or an item of equivalent value) to an official\*\* of the City of Chula Vista in the past twelve (12) months? (This includes being a source of income, money to retire a legal debt, gift, loan, etc.) Yes\_\_\_\_\_ No\_\_\_\_\_

If Yes, which official\*\* and what was the nature of item provided?

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Date:\_\_\_\_\_

Signature

Print or type name

\* Person is defined as: any individual, firm, co-partnership, joint venture, association, social club, fraternal organization, corporation, estate, trust, receiver, syndicate, any other county, city, municipality, district, or other political subdivision, or any other group or combination acting as a unit.

\*\* Official includes, but is not limited to: Mayor, Council member, Planning Commissioner, Member of a board, commission, or committee of the City, employee, or staff members.